

Message Text

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FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 5733

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E.O. 11652: N/A

TAGS: BEXP; HK

SUBJECT: HK MARKET FOR ENERGY & FLUID TRANSFER SYSTEMS

REF: STATE A-3487

1. POST RESEARCH AND CONTACTS INDICATE THAT THE LOCAL MARKET DOES NOT (REPEAT NOT) WARRANT THE SUBJECT PROMOTION.

2. U.S. GOODS HAVE LESS THAN 8-0/0 SHARE OF A MARKET TOTALLING HK\$567 MILLION (APPROX. US\$115 MILLION) IN 1974. LARGEST DOLLAR VOLUME CATEGORY WAS "PARTS FOR ELECTRIC POWER MACHINERY," HK\$10 MILLION, FOLLOWED BY "CABLE FOR ELECTRICITY, PLASTIC, INSULATED," HK\$5.5 MILLION. LARGEST MARKET SHARE WAS 1/3 OF "ELECTRIC CONVERTERS AND RECTIFIERS," HK\$2.2 MILLION OF HK\$6.5 MILLION.

3. LOCAL AND US COMPANIES INTERVIEWED WERE WELL INFORMED ABOUT QUALITY AND PRICES OF US AND COMPETING GOODS IN ABOVE SYSTEMS. MARKET HERE IS HIGHLY PRICE SENSITIVE AND SALES OF US GOODS HAVE RISEN AS DOLLAR DECLINED. WHEN QUALITY IS IMPORTANT, US GOODS ARE PURCHASED AT PREMIUM. LOCAL STANDARDS IN PUMPS (125 P.S.I. VI U.S. 100 AND 150 PSI) AND SOME ELECTRICAL GOODS HURT US COMPETITIVENESS.

4. SOME INTERVIEWEES WERE ALREADY AWARE OF 1976 SINGAPORE EXHIBITION. LOCAL OPINION WAS THAT EXTENSIVE PROMOTION OF THIS EXHIBITION WOULD NOT BE PRODUCTIVE OF HIGHER SALES. NEVERTHELESS, WE WILL
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BE HAPPY TO DISTRIBUTE LITERATURE ON A SELECTIVE

BASIS IF DESIRED.

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